

Localism is as important to individuals as it is to the community at large. It is the responsibility of broadcasters to inform and make available opportunities to the viewers in their community. It is my opinion that broadcasters have failed in this area. For example, in my community the news stations on average air 75% non-community related stories. This understandably is due to the state of world affairs but does not justify the lack of local information that would be more applicable to the daily lives of the viewers. Traditionally, the media has been a community and world watch dog for the people. They have informed us about politics, entertainment, and health to name a few. Yet the modern media has left behind the community for the profit margins of syndicated shows and imported news. Therefore, the media is no longer for the people but the respective pocketbooks of the few.

Localism provides its viewers with a wide variety of choices within their own community to become involved and informed. In the long run a citizen who is involved in their own community would be an active citizen in the world as a whole and could potentially shed the apathetic skin that has become our national persona. Being informed of programs and events in our community is essential to making the right steps towards creating communities that are safe, productive, and energetic. So then the question becomes what is fair? Is it fair to require a minimum number of PSAs and public affairs programming? Is it fair to require to give stations credit for participating in their communities aside from programming? I think that yes it is fair to require minimum numbers of PSAs and public affairs programming. If we let stations shirk the responsibility to their communities then what is the purpose of the media much less any regulatory body that oversees them. And in my opinion, it would only be fair to give stations credit for community participation if they let the community know that there is an event to begin with. It is of little use to the community to have stations participate without first being informed of the event. Essentially, in my mind, localism means that when I turn on the television or the radio I will be informed about my community as equally as I am informed about the state of the world. I will have enough information that I will be able to speak of subjects applicable to my daily life.